

## ORDER



**Orders**  
**Order / Rev:** 715336  
**Alt Order #:** 06327616  
**Product Desc:** #3234 AMI BERA CONGR  
**Estimate:** 3234  
**Flight Dates:** 09/21/12 - 09/30/12  
**Original Date / Rev:** 09/20/12 / 09/21/12  
**Order Type:** Political

**KXTV**

**Primary AE:** Dan Foster  
**Sales Office:** T-CHI  
**Sales Region:** NAT

**Agency**  
**Name:** Adelstein & Associates  
**Buying Contact:**  
**Billing Contact:**  
 222 W Ontario Ste 600  
 Chicago, IL 60610

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Bera, A/ Congress/ CD7  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	63	\$65,210.00	\$55,428.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	63	\$65,210.00	\$55,428.50	174.20
<b>Totals</b>	<b>63</b>	<b>\$65,210.00</b>	<b>\$55,428.50</b>	<b>174.20</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/21/12	09/21/12	M-F 7-9am GMA 7-9am	CM	7-9a	----F--	:30	1	\$340.00	P-1	0.90	NM	1	\$340.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$340.00		0.90						
E 2	KXTV	09/21/12	09/21/12	M-F 4-5p Ellen	CM	4p-5p	----F--	:30	1	\$510.00	P-2	1.90	NM	1	\$510.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$510.00		1.90						
E 3	KXTV	09/21/12	09/21/12	M-F 630-7p Jeopardy	CM	630-7p	----F--	:30	1	\$1,125.00	P-2	3.80	NM	1	\$1,125.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,125.00		3.80						
E 4	KXTV	09/21/12	09/21/12	5p News10 News10 @ 5p	CM	5-530p	----F--	:30	1	\$850.00	P-1	2.30	NM	1	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$850.00		2.30						
E 5	KXTV	09/21/12	09/21/12	M-F 7-730p Wheel	CM	7-730p	----F--	:30	1	\$1,105.00	P-1	3.50	NM	1	\$1,105.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,105.00		3.50						

Order / Rev: 715336  
Alt Order #: 06327616  
Flight Dates: 09/21/12 - 09/30/12

Advertiser: Bera, A/ Congress/ CD7  
Product Desc: #3234 AMI BERA CONGR  
Estimate: 3234  
**KXTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KXTV	09/21/12	09/21/12	M-F 730-8p Inside Edition	CM	730-8p	----F--	:30	1	\$940.00	P-1	2.60	NM	1	\$940.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$940.00		2.60			
E 7	KXTV	09/23/12	09/23/12	WK Emmys Red Carpet Live	CM	Sa/Su 8a-6p (3:58 PM-5:00 PM)	-----S	:30	1	\$2,750.00	P-4	9.00	NM	1	\$2,750.00
EMMY RED CARPET LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$2,750.00		9.00			
E 8	KXTV	09/23/12	09/23/12	Emmy Awards The 64th Annual Emmy Awards	CM	5-8p	-----S	:30	1	\$9,100.00	P-2	14.00	NM	1	\$9,100.00
EMMY AWARDS LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$9,100.00		14.00			
E 9	KXTV	09/21/12	09/23/12	News10 @ 11pm News10 @ 11pm	CM	11-1135p	----FSS	:30	1	\$1,185.00	P-1	2.40	NM	1	\$1,185.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----FSS					1	\$1,185.00		2.40			
E 10	KXTV	09/21/12	09/21/12	Nightline Nightline	CM	1135p-1206xm	----F--	:30	1	\$510.00	P-2	1.50	NM	1	\$510.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$510.00		1.50			
E 11	KXTV	09/21/12	09/21/12	Jimmy Kimmel Jimmy Kimmel	CM	1207xm-106xm	----F--	:30	1	\$150.00	P-3	0.80	NM	1	\$150.00
KIMMEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$150.00		0.80			
E 12	KXTV	09/21/12	09/21/12	The View The View	CM	10-11am	----F--	:30	1	\$340.00	P-3	1.40	NM	1	\$340.00
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$340.00		1.40			
E 13	KXTV	09/21/12	09/21/12	News10 Midday M-F 11-12 News10 @ Midday	CM	11a-1130a	----F--	:30	1	\$240.00	P-4	1.30	NM	1	\$240.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--					1	\$240.00		1.30			
E 14	KXTV	09/22/12	09/22/12	ABC College Football - PM Prime Games	CM	M-SU 4-9p	-----S-	:30	2	\$2,025.00	P-2	4.60	NM	2	\$4,050.00
SAT NIGHT FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$2,025.00		4.60			
E 15	KXTV	09/24/12	09/28/12	M-F 7-9am GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$340.00	P-1	0.90	NM	4	\$1,360.00
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$340.00		0.90			
E 16	KXTV	09/24/12	09/28/12	M-F 4-5p Ellen	CM	4p-5p	MTWTF--	:30	4	\$510.00	P-2	1.90	NM	4	\$2,040.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$510.00		1.90			
E 17	KXTV	09/24/12	09/28/12	M-F 630-7p Jeopardy	CM	630-7p	MTWTF--	:30	4	\$1,125.00	P-2	3.80	NM	4	\$4,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$1,125.00		3.80			
E 18	KXTV	09/24/12	09/28/12		CM	5-530p	MTWTF--	:30	4	\$850.00	P-1	2.30	NM	4	\$3,400.00

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Advertiser: Bera, A/ Congress/ CD7  
 Product Desc: #3234 AMI BERA CONGR  
 Estimate: 3234

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				5p News10											
				News10 @ 5p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$850.00		2.30			
E 19	KXTV	09/24/12	09/28/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,105.00	P-1	3.50	NM	4	\$4,420.00
				Wheel											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$1,105.00		3.50			
E 20	KXTV	09/24/12	09/28/12	M-F 730-8p	CM	730-8p	MTWTF--	:30	4	\$940.00	P-1	2.60	NM	4	\$3,760.00
				Inside Edition											
INSIDE ED															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$940.00		2.60			
E 21	KXTV	09/24/12	09/24/12	Mon Prime Other	CM	8-10p	M-----	:30	1	\$4,250.00	P-4	9.70	NM	1	\$4,250.00
				Dancing With The Stars											
DANCING WITH THE STARS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$4,250.00		9.70			
E 22	KXTV	09/25/12	09/25/12	Tue Prime Other	CM	8-10p	-T-----	:30	1	\$3,500.00	P-4	9.50	NM	1	\$3,500.00
				Dancing With The Stars: The Re											
DANCING RESULTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$3,500.00		9.50			
E 23	KXTV	09/24/12	09/30/12	News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	5	\$1,185.00	P-1	2.40	NM	5	\$5,925.00
				News10 @ 11pm											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTFSS					5	\$1,185.00		2.40			
E 24	KXTV	09/24/12	09/28/12	Nightline	CM	1135p-1206xm	MTWTF--	:30	4	\$510.00	P-2	1.50	NM	4	\$2,040.00
				Nightline											
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$510.00		1.50			
E 25	KXTV	09/24/12	09/28/12	Jimmy Kimmel	CM	1207xm-106xm	MTWTF--	:30	3	\$150.00	P-3	0.80	NM	3	\$450.00
				Jimmy Kimmel											
KIMMEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					3	\$150.00		0.80			
E 26	KXTV	09/24/12	09/28/12	The View	CM	10-11am	MTWTF--	:30	4	\$340.00	P-3	1.40	NM	4	\$1,360.00
				The View											
THE VIEW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$340.00		1.40			
E 27	KXTV	09/24/12	09/28/12	News10 Midday M-F 11-1130a	CM	11a-1130a	MTWTF--	:30	4	\$240.00	P-4	1.30	NM	4	\$960.00
				News10 @ Midday											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--					4	\$240.00		1.30			
E 28	KXTV	09/29/12	09/29/12	ABC College Football - R	CM	M-SU 4-9p	-----S-	:30	2	\$2,025.00	P-2	4.60	NM	2	\$4,050.00
				Prime Games											
SAT NIGHT FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$2,025.00		4.60			
													Totals	63	\$65,210.00